

# The Chattanooga Zoo

**Chattanooga Zoo - Dardenelle Long, Executive Director**

## **Mission**

*To provide an educational and recreational opportunity for all citizens of the community. The educational mission stresses an understanding of, and respect for, all living things and a strong commitment to conservation for generations to come is implicit in this mission. The Chattanooga Zoo seeks to provide a dignified and aesthetically pleasing environment for the animals.*

**Conservation**

**Education**

**Accessibility**



**Outreach**

**Research**

**Dedication**

# 2010 Annual Report - Chattanooga Zoo

The Chattanooga Zoo, located in Warner Park, is owned by the City of Chattanooga and managed by the “Friends of the Zoo”, a non-profit 501-C(3) organization that supports both operating and capital activities and has worked in partnership with the City. The AZA accredited 13 acre park has completed an exciting \$12 million dollar renovation and will celebrate its 75th anniversary in 2012. The Zoo features exotic animals, birds, reptiles, and information from all over the world, including Latin America, North America, Africa, and Asia in an attractive park setting.



## Annual Attendance & Programs Participation

<u>2010</u>	<u>2009</u>	
242,569	215,000	Visitors including camps, special events, and educational programs.
5,991	4,579	“Friends of the Zoo” Membership Households
711	273	Animal Inhabitants
492	557	Animals helped through the Zoo’s wildlife rehabilitation center
117	482	Children in the summer camp program
15,000	21,573	Education Program Recipients
46	34	Active Volunteers and Docents

## Professional Affiliations

- AZA-Association of Zoos and Aquariums
- ZCOG-Zoo
- Conservation Outreach Group,
- International Wildlife Rehabilitation Council.



# 2010 Annual Report - Chattanooga Zoo

## Programs

- **Naturalist Jack Hanna and Other Special Events**

Jack Hanna provided an exciting event and educational program last fall. Nine additional major special events were hosted. Two fundraisers for conservation efforts, several fund-raisers that benefit education and operations of the Zoo, family events at Easter, Halloween, Christmas, and during the summer months as well as enrichment days, member breakfasts, after hour tours for specific groups, and camps.

- **Environmental Stewardship**

The Chattanooga Zoo is fully accredited with the Association of Zoos and Aquariums (AZA) which guarantees a detailed review and inspection of all aspects of an institution's operation; including the animal collection, veterinary care, physical facilities, safety, security, finance, staff, governing authority support organization, education, conservation, and research. In keeping with its core mission of animal preservation, the Chattanooga Zoo currently participates in **Species Survival Plan** programs that manage the population and conservation of selected endangered species in accredited zoos and aquariums across the United States. The Chattanooga Zoo's Red Panda, Snow Leopard, Bali Mynah, Chimpanzee, SpiderMonkey, Jaguar, and Cotton-Top Tamarin exhibits exemplify a conservation effort with one of the broadest reaches in the Chattanooga area, sharing critical conservation messages with more than 200,000 people annually.



- **Educational and Community Outreach**

**Outreach programs** include schools, preschools, churches, nursing homes, and civic groups, on-site programs and family nights, special overnight events, home-school and pre-school classes, summer camps for ages 3 - 12, as well as volunteer and docent opportunities. The Chattanooga Zoo's Education and Community Outreach fosters relationships to serve a diverse audience and promote the Zoo as a resource for all members of the community.

**PEDZ** (*Promoting Ethnic Diversity in Zoos*) initiative has expanded the diversity of the programming audience by creating opportunities specifically suited for individuals of differing backgrounds, ethnicities, abilities and needs. Each summer, minority teens get an 8 week training course in animal husbandry, visitor interaction, animal behavior and city standards of employee performance. These trainees are often selected for continued employment and some have gone on to work in concessions, admissions and gift shop, summer camp, and as part-time keepers in other Zoo areas.

**ADA Accessibility** The zoo hosts the City's annual Go-Fest Celebration, 4th year in 2010, and the City's Therapeutic Recreation Program summer camp "Zoo-Ability", now in its 11th year. These programs and Dream Night tours welcome individuals who have disabilities along with their families and caretakers. The zoo generously provides free admission to the public during Go-Fest.

- **Community Partners**

Orange Grove, Goodwill Industries, Hope for the Inner City-Faith-Based Group, the AIM Center, Hamilton County Department of Education, Therapeutic Recreation Program, the Benwood Foundation, the Community Foundation of greater Chattanooga, the Hunter Museum of American Art, the Decosimo Family, and Tubatomic Design

# 2010 Annual Report - Chattanooga Zoo

- Events**

Events included Grandparents & Members Nights, Winter Cocktails for Conservation Event, “Hug a Bunny,” Earth Day, Spirits in the Wild, Dream Nights, Hank’s Birthday Party, ‘Red, White, and Blues 4th of July’, Summer Cocktails for Conservation Event, Summer Camp, Banana Ball, “Boo-in-the-Zoo”, and Holiday Lights. The Zoo also rents meeting and event space in its education building, carousel and main entrance plaza, and has a ‘birthday party package and facility’.

2010 Months	Admissions	
	2009	2010
January	3,805	3,854
February	8,227	6,699
March	18,840	19,206
April	27,977	46,091
May	28,073	38,397
June	25,882	27,416
July	33,958	29,323
August	21,452	16,478
September	13,671	22,327
October	24,939	23,981
November	12,080	4,943
December	5,352	3,854
<b>Totals:</b>	<b>224,256</b>	<b>242,569</b>

Education	2009	2010
Total number of Volunteer Hours	4,456	2,939
Number of Education Programs	386	465
Number of Participants in Education Programs	19,623	15,000